



2020 Census Overview and Update

Presentation to the California State Data Center
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Albert E. Fontenot, Jr., Associate Director
Decennial Census Programs

The Decennial Census

Purpose:

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People



Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten years**, in such Manner as they shall by Law direct.

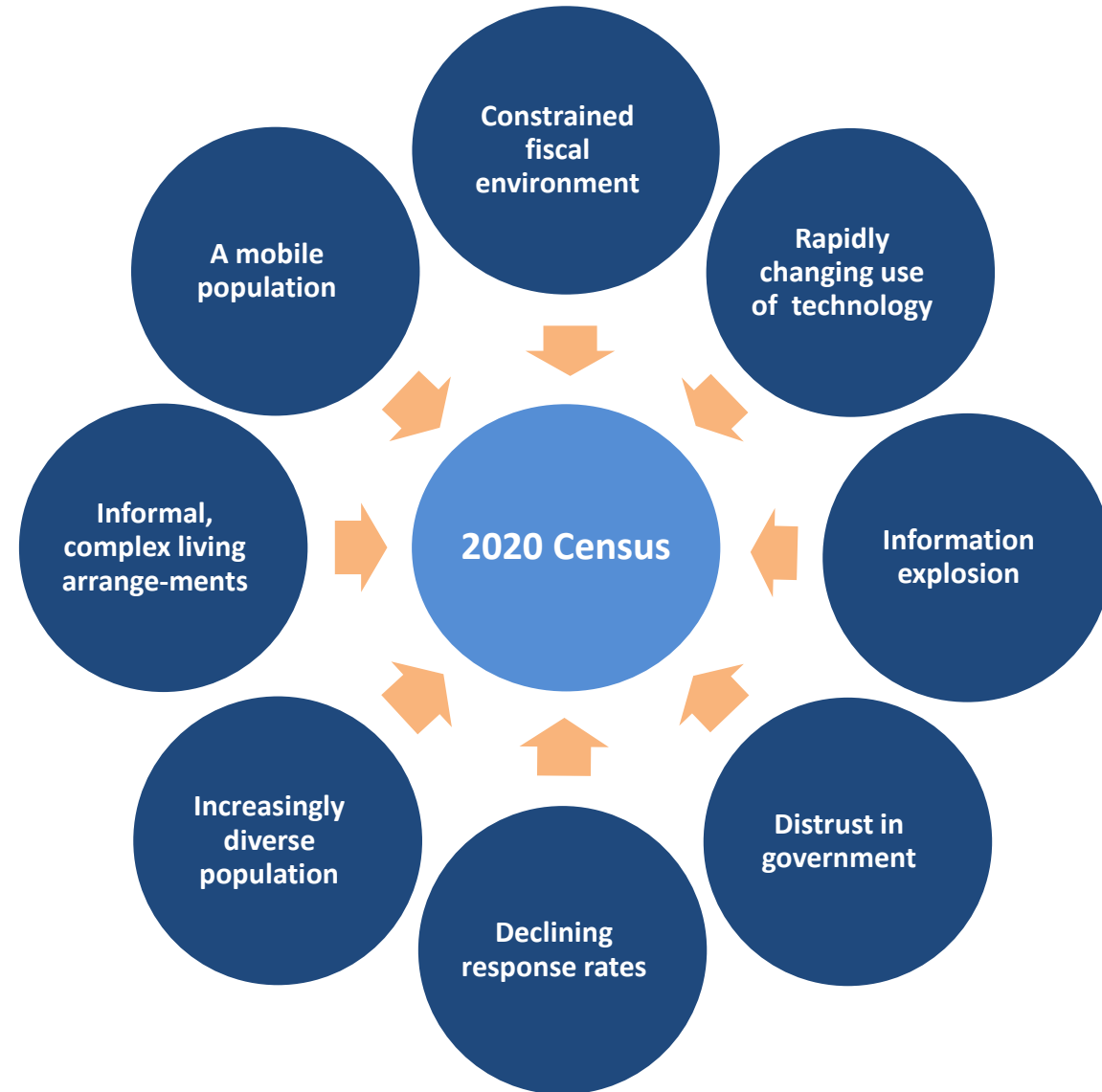
Primary Uses of Decennial Census Data:

- Draw congressional and state legislative districts, school districts and voting precincts
- Distribute federal dollars to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)

The Decennial Census

The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.



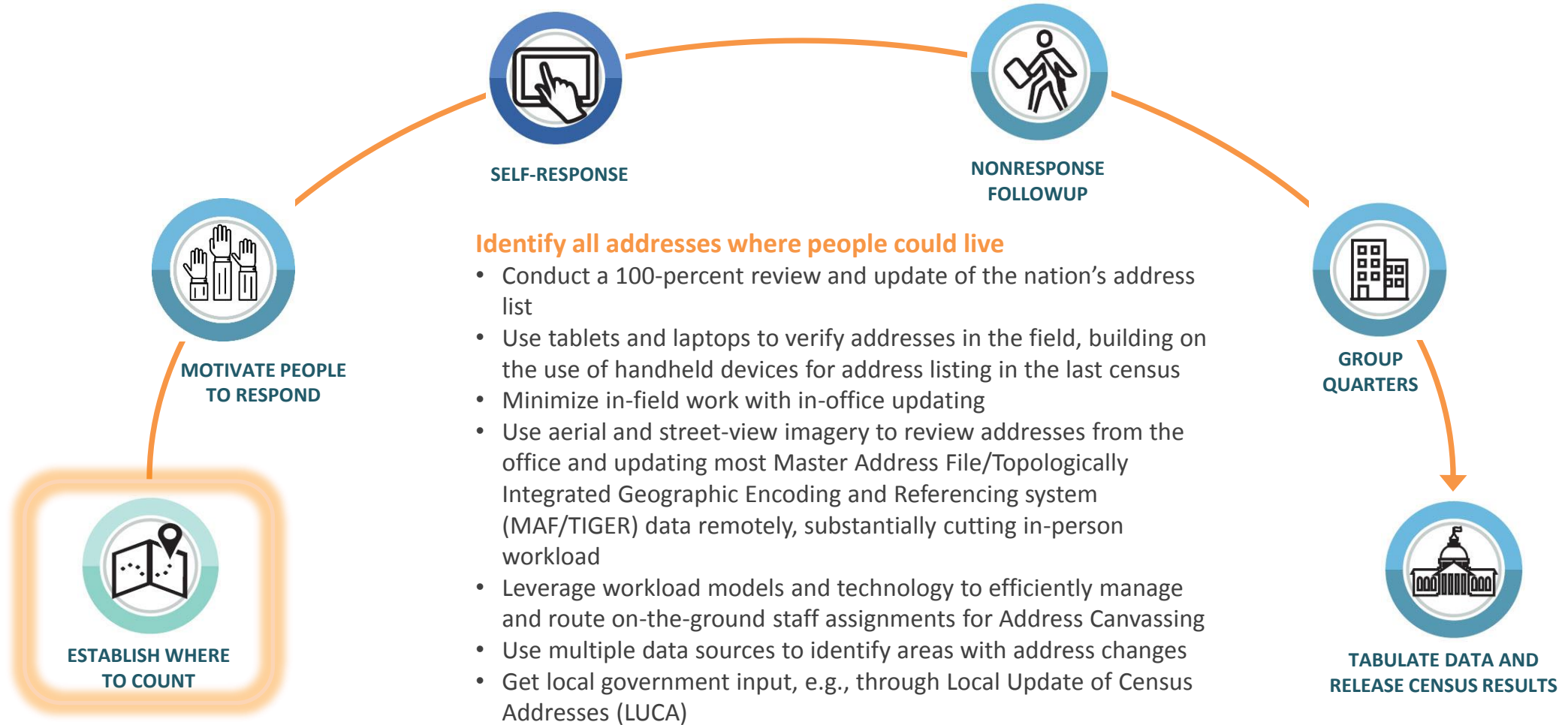
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A Complete and Accurate Count of the Population and Housing



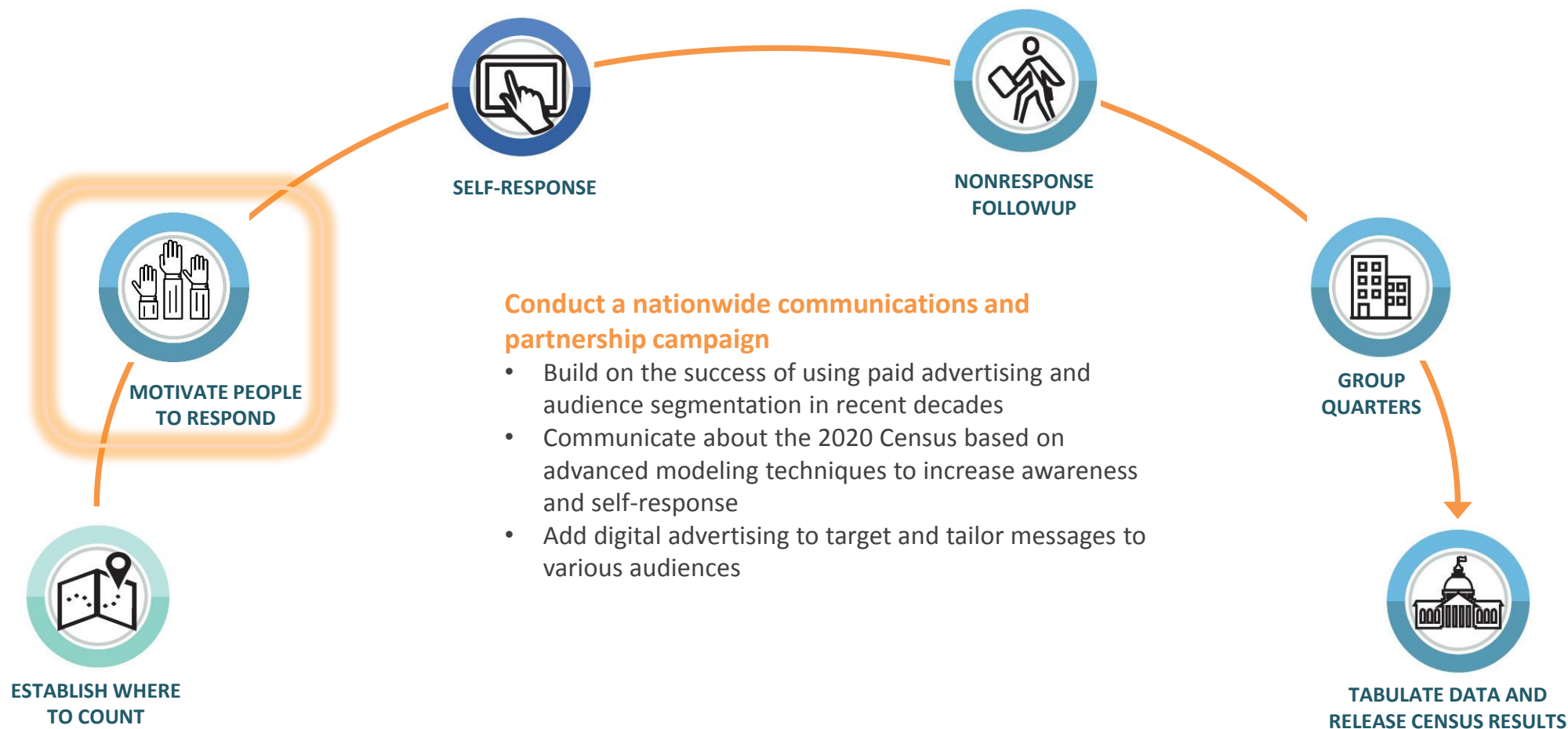
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Establish Where to Count



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Motivate People to Respond



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Integrated Partnership and Communications

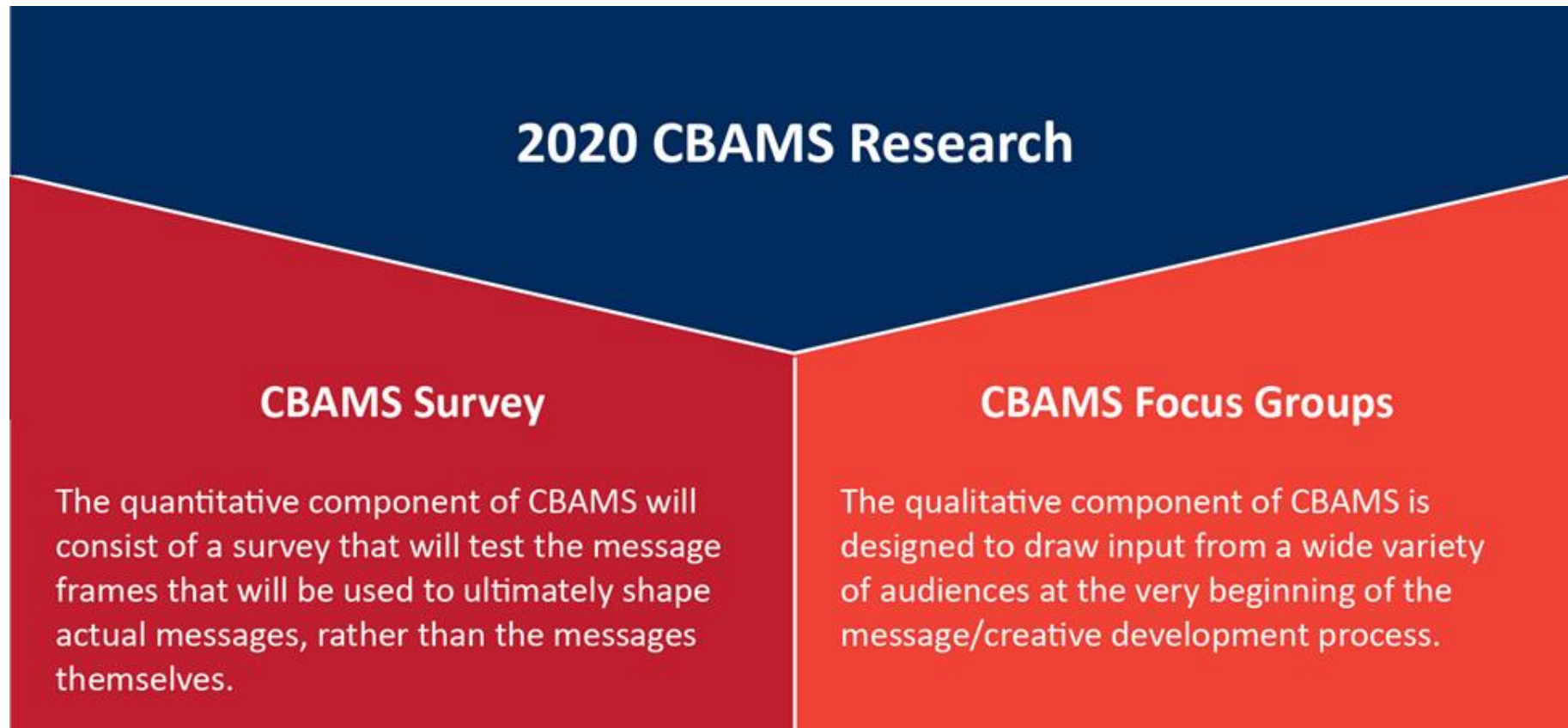
The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response



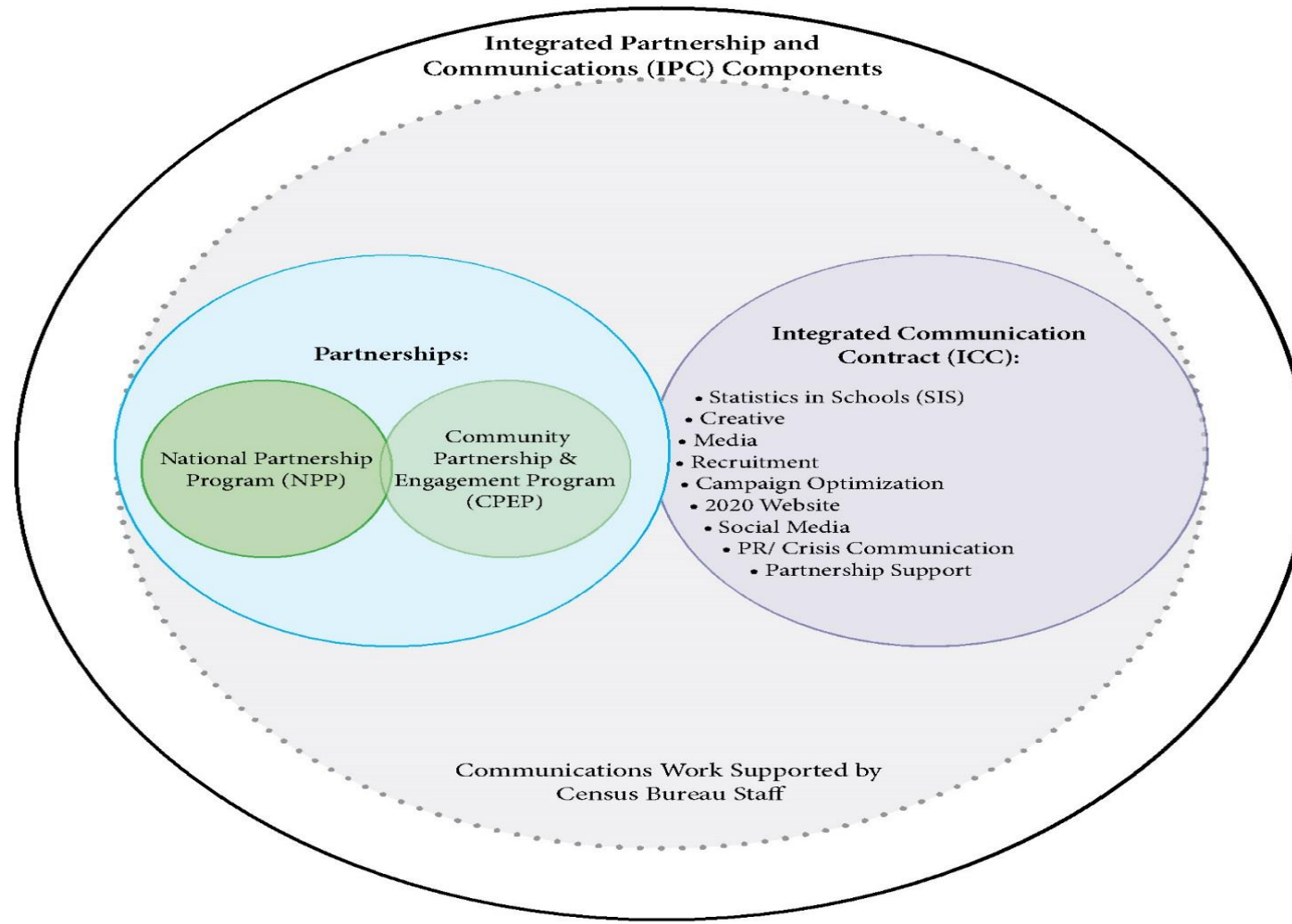
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Integrated Partnership and Communications: 2020 CBAMS



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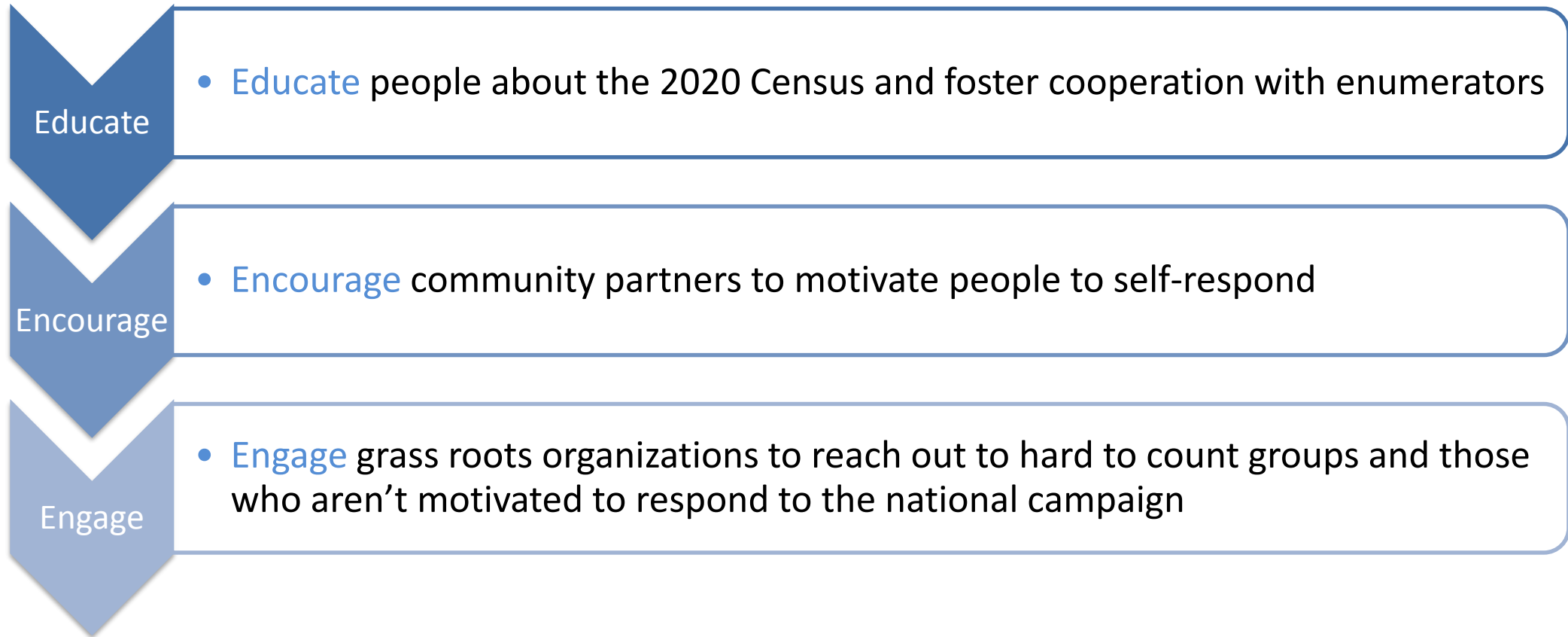
Integrated Partnership and Communications: Components



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Community Partnership and Engagement Program (CPEP)

CPEP focuses on engaging community partners to increase decennial participation of those who are less likely to respond or are often missed



Community Partnership Engagement Program

Partnerships Throughout the United States

State Complete Count Commissions



Form State Complete Count Commissions with the highest elected officials for each state.

38 states or state-equivalents have formed 2020 Census Complete Count Committees thus far.

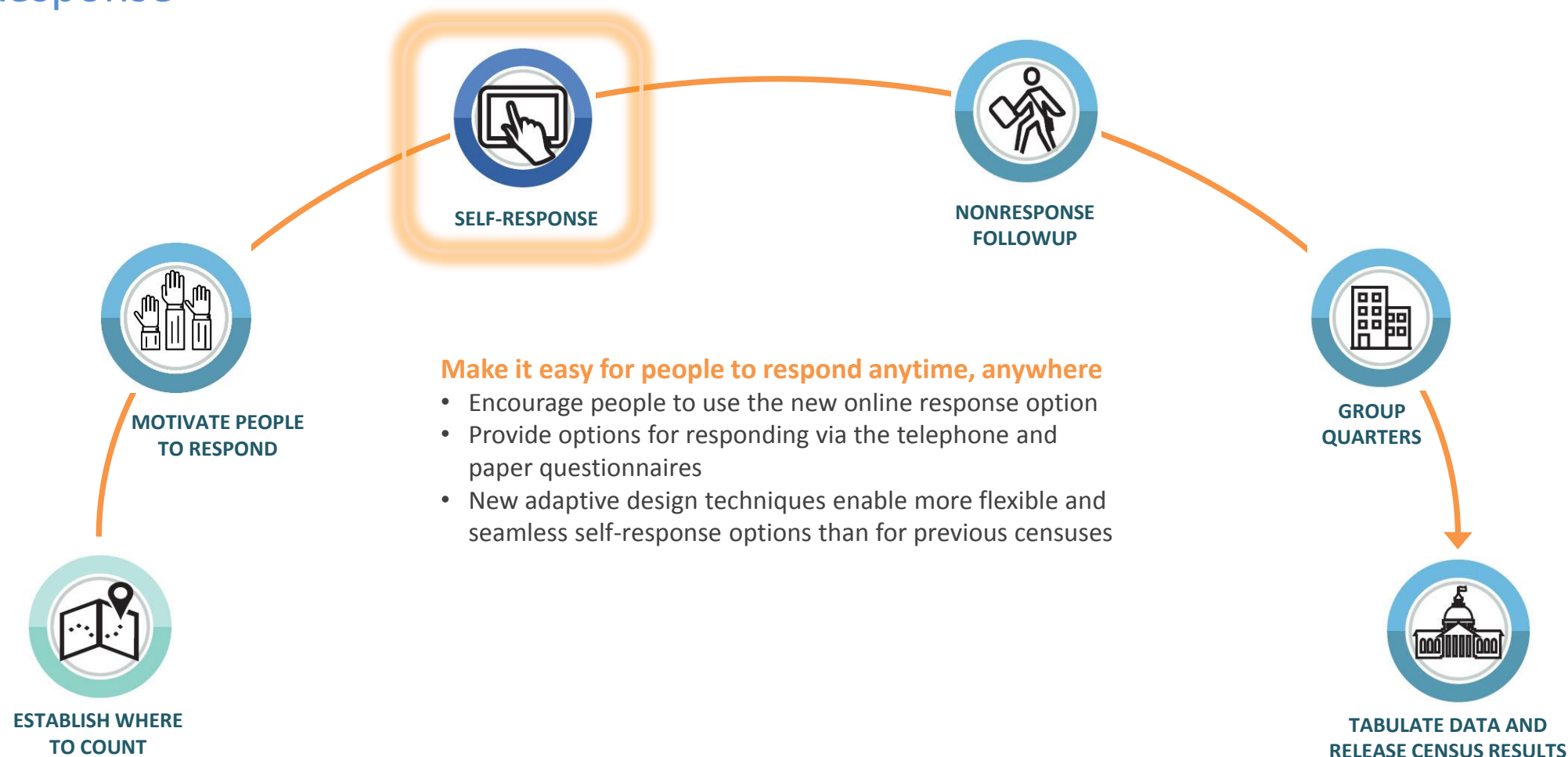
Complete Count Committees



Form Complete Count Committees at the county, municipal, and community levels.

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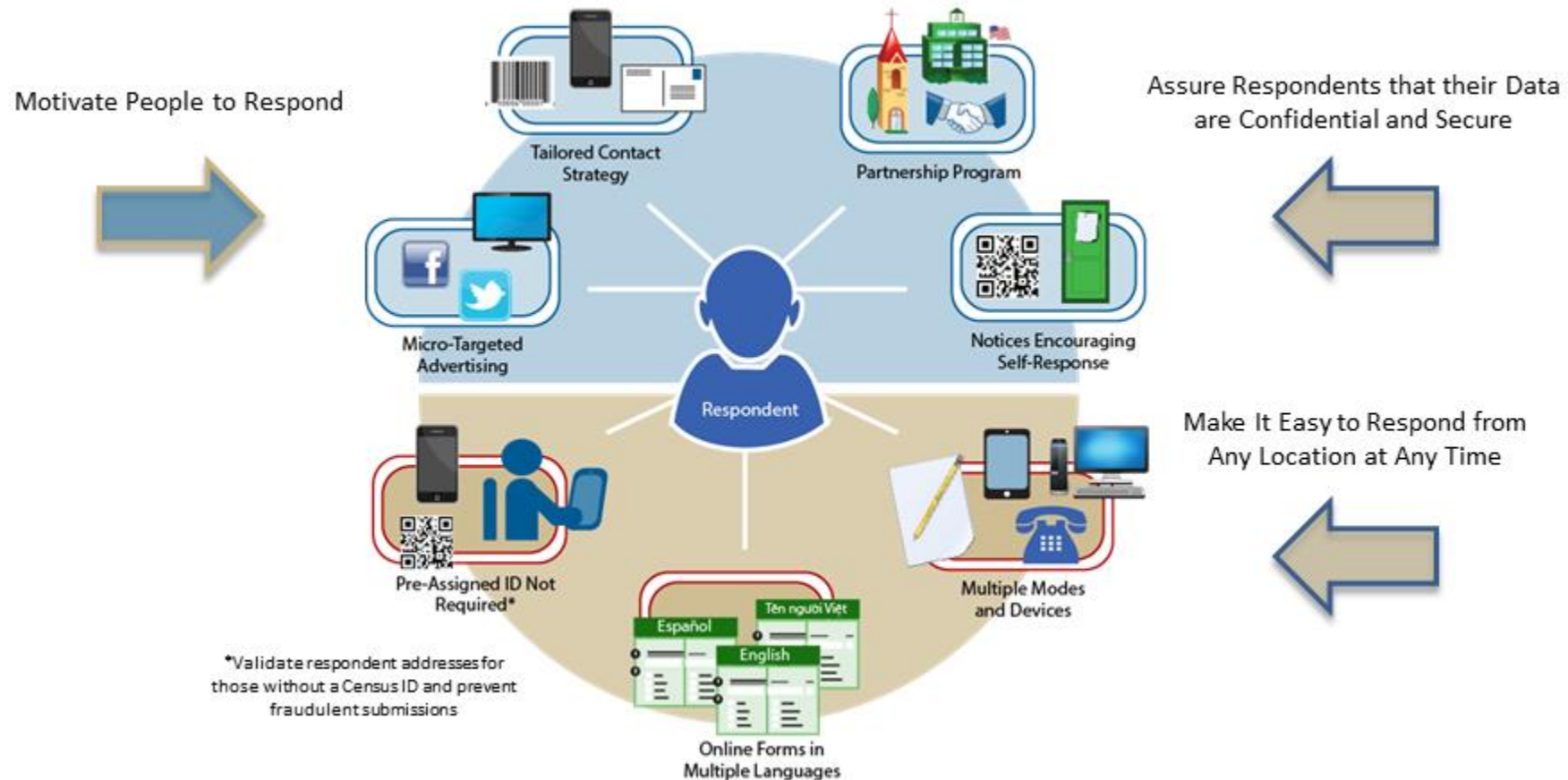
Self-Response



2020 Census

Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up



2020 Census Language Program

Summary of Non-English Support

Internet Self-Response (ISR) & Census Questionnaire Assistance (CQA)

- 12 Non-English Languages for ISR* and 13 Non-English Languages for CQA**: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
 - * *Chinese (Simplified)* for ISR;
 - ** *Chinese (Mandarin and Cantonese)* for CQA
- Language Selection Criteria: 60,000 or more housing units

Language Guides (Video and Print) Language Glossaries Language Identification Card

- 59 Non-English Languages
- Language Guides include American Sign Language, braille, large print

Paper Questionnaire & Mailing Materials Field Enumeration Instrument & Materials

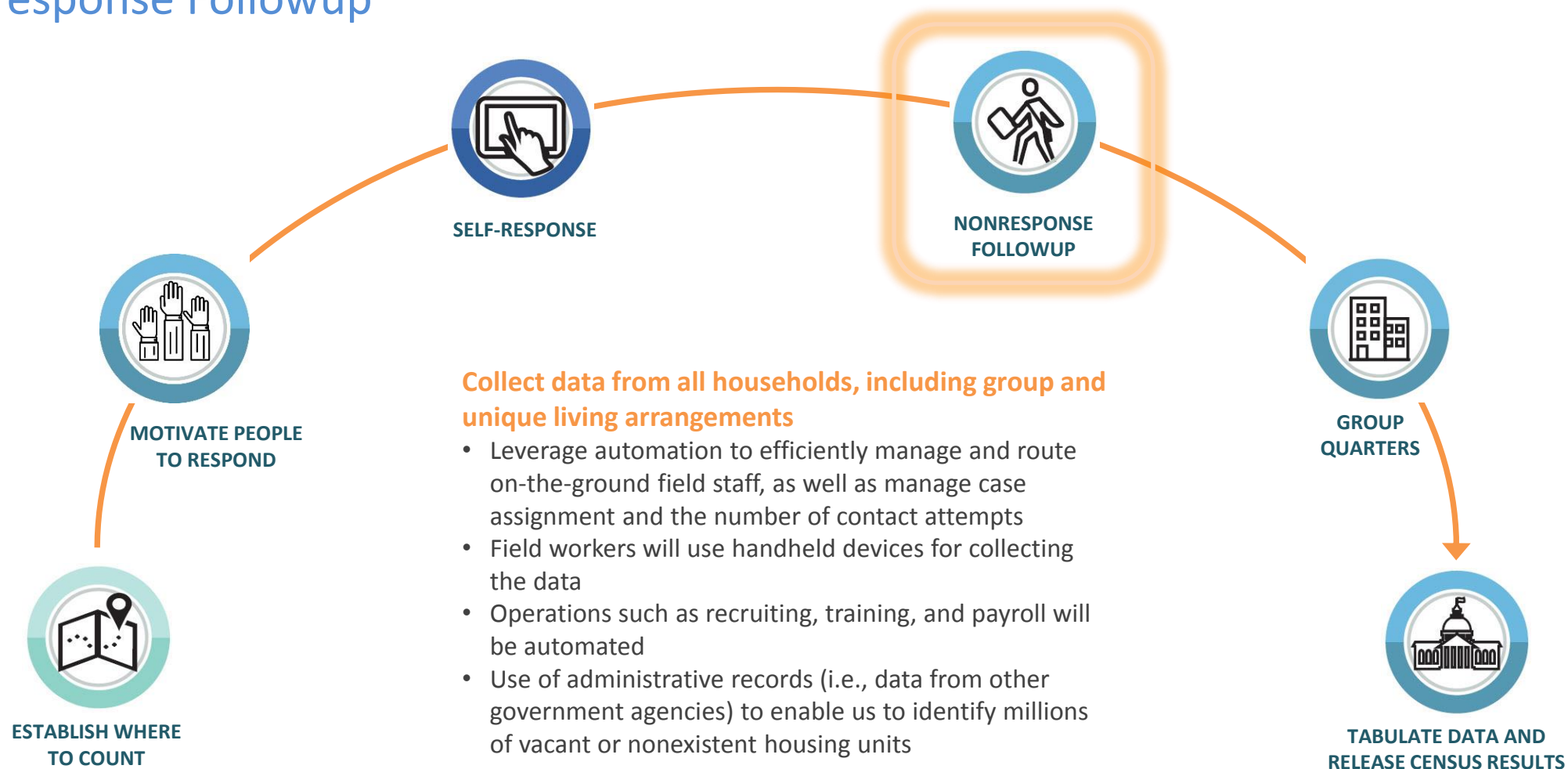
- Spanish

Communications and Partnership

- Advertising, Partnership and Promotional Materials in 12 Non-English Languages (minimum)
- Procedures and Materials to Support Partnership Specialists and Partners
- Support Materials for Regional Offices and Partnership Specialists

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Nonresponse Followup

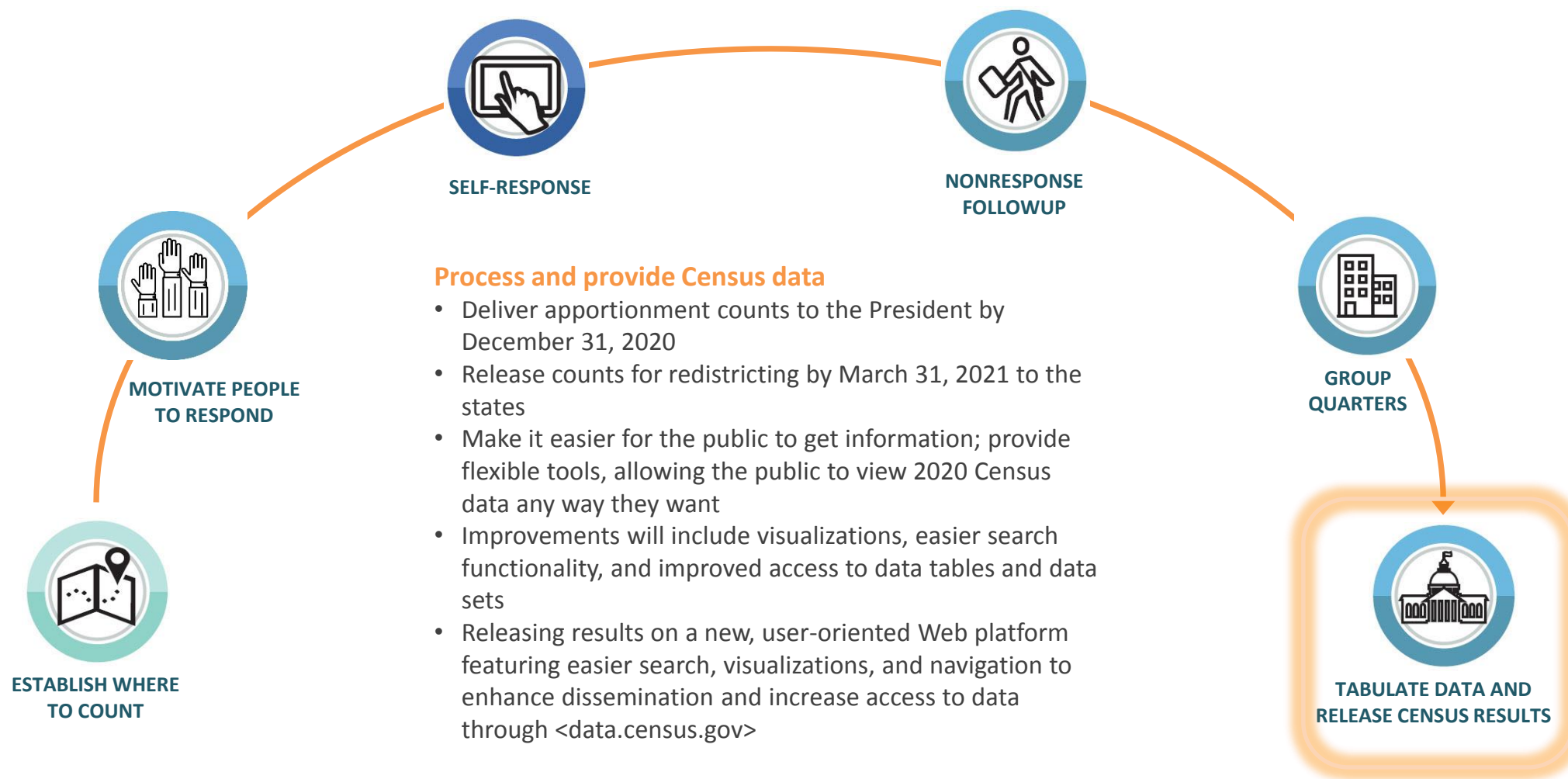


2020 Census Group Quarters



2020 Census

Tabulate Data and Release Census Results



Process and provide Census data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by March 31, 2021 to the states
- Make it easier for the public to get information; provide flexible tools, allowing the public to view 2020 Census data any way they want
- Improvements will include visualizations, easier search functionality, and improved access to data tables and data sets
- Releasing results on a new, user-oriented Web platform featuring easier search, visualizations, and navigation to enhance dissemination and increase access to data through <data.census.gov>

2020 Census

High-Level View of Tests

Test	Focus	Results
2013 Field Test	Small proof of concept test focused on new approach to Nonresponse Followup	Successfully implemented daily case assignments and the application of administrative records to reduce the Nonresponse Followup workload
2014 Census Test	Operational study of self-response and Nonresponse Followup procedures	Tested initial Internet response strategy and further developed Nonresponse Followup procedures
2015 Self-Response Test	Operational study of self-response procedures	Tested advertising strategies, internet response, contact strategies for maximizing Internet response, and the ability to allow people to respond to the census without using an identification code previously provided by the Census Bureau
2015 Census Test	Operational study of new field staffing and automated management and case assignment procedures	Showed that management of field data collection utilizing new roles, responsibilities, and staffing ratios were successful, and that entry of enumerator work availability, workload optimization, and electronic payroll were effective and efficient
2015 National Content Test	Examined new and newly structured census questions	Indicated that a combined race/ethnicity question may yield better data, and that collecting data in a new Middle Eastern/Northern Africa category can be successful

2020 Census

High-Level View of Tests (Continued)

Test	Focus	Results
2016 Census Test	Focused on the integration of self-response and NRFU	Successful tested the expansion of language support services, showed that an increased ratio of enumerators to supervisors is viable, and showed improved use of optimized assignment generation and the routing of enumerators
2016 Address Canvassing Test	Test of reengineered address canvassing procedures	Successfully showed that the In-Office Address Canvassing operation is accurate, and that assumptions about situations that pose challenges to detecting change through imagery analysis were generally correct
2017 Census Test	Tested the integration of operations and systems for self-response	Implemented the contact strategy without issues, and fielded the full suite of public facing response systems including Internet, telephone and paper questionnaires
2018 End-to-End Census Test	Test the integration of all operations, systems, and system interfaces from Address Canvassing through the production of data products	Early Results: <ul style="list-style-type: none"> • Systems integrated and deployed effectively • Significant increase in enumerator productivity

2018 End-to-End Census Test Overview

Address Canvassing

- Exercise final listing/mapping capabilities in the field and to conduct in-field listing quality control

Providence County, RI



Pierce County, WA



Bluefield-Beckley-Oak Hill, WV



Peak Operations

- Validate that the operations in scope for the 2018 End-to-End Census Test are ready to go into production for the 2020 Census
- Test and validate major operational threads, procedures, systems, and infrastructure (IT and non-IT) together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products

Providence County, RI



2018 End-to-End Census Test

Self-Response Mail Strategy

Self-Response

- Self-response contact strategy: two-panel design
- ~277k housing units in sample
- Internet Two-Panel Design:
 - ~195k (70.3 percent) Internet First (invitation letter on first contact)
 - ~82k (29.7 percent) Internet Choice (questionnaire on first contact)
- Language Two-Panel Design:
 - ~218k English (78.7 percent)
 - ~59k Bilingual: English/Spanish (21.3 percent)

March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	①	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

Dates in the table below are in-home dates.

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
Total Volumes	<i>All</i>	276,589	276,589	250,140	198,924	187,467
Internet First	1	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018
	2	March 20, 2018	March 23, 2018	April 3, 2018	April 16, 2018	April 26, 2018
	3	March 23, 2018	March 27, 2018	April 6, 2018	April 19, 2018	April 30, 2018
Internet Choice	N/A	March 16, 2018	March 20, 2018	March 30, 2018	April 12, 2018	April 23, 2018

(*) Targeted only to nonrespondents

2018 End-to-End Test

What We Learned: Successes and Challenges

All systems deployed and integrated effectively.

This test was the culmination of more than a decade of research and the last major milestone before the 2020 Census. The most important observation is that the systems supporting the reengineered approach deployed and integrated effectively.

Self-Response

- More than half of all households (52.3%) responded to the test on their own, surpassing our goal for the test.
- The two-panel design mail strategy worked as planned. The majority who self-responded did so online (61.2% internet, 31.3% paper, 7.5% phone).
- We successfully tested multiple languages for all three modes of response:
 - English and Spanish mailing materials
 - English and Spanish internet self-response instrument
 - Phone response tested in 9 languages: English, Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Russian, Arabic and Tagalog

Nonresponse Followup

- We successfully automated processes for recruiting, hiring and training.
- We successfully reduced the workload by using administrative records to eliminate vacant housing units first.
- We successfully optimized routing of field staff assignments.
- We successfully captured and transmitted interview data safely and securely.
- We learned that our biggest challenge was hiring enough enumerators.

Group Quarters

- We successfully conducted Advance Contact from the Area Census Office.
- We successfully offered multiple methods for enumeration data collection:
 - Electronic Response Data Transfer or eResponse
 - Paper Data Collection Options
- We learned that we need to design modifications to handle GQs not reached in Advance Contact conducted by the Area Census Office.
- We learned that we need to develop plans for more frequent follow-up with GQ Administrators who choose eResponse.

2020 Census

Moving from the 2018 End-to-End Census Test to the 2020 Census

Self-Response

- Performance and scalability across all systems
- Internet Self-Response (ISR)
 - Add languages to the ISR instrument, expanding to 13 languages (English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese)
- Census Questionnaire Assistance (CQA)
 - Expand required language support to 13 languages
 - Determine locations of commercial contact center facilities
- Paper Data Capture (PDC)
 - Open two Paper Data Capture Centers (East & West)
- Forms Printing and Distribution (FPD)
 - Select print vendor
 - Create connection between the Census Bureau and the print vendor for the transmission of address files

Nonresponse Followup

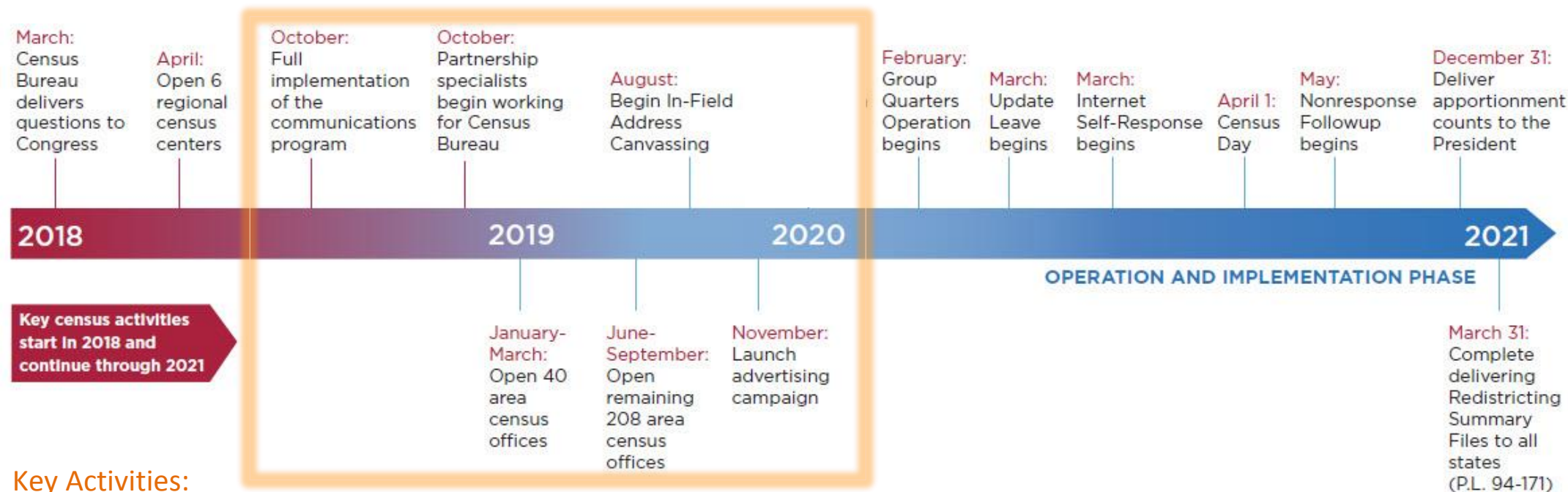
- Performance and scalability across all systems
- Mapping Application
- New work availability functionality
 - submitting multiple time slots in a day
- Additional reports (FOCS and UTS) for monitoring the operation
- Puerto Rico adaptations and updates
- Refine closeout execution

Group Quarters

- Expand Advance Contact approach to account for GQs that can not be contacted during that period
- Refine contact strategy to encourage eResponse
- Develop additional guidance for eResponse letters to assistance GQ administrators

2020 Census

Where Are We Now



Key Activities:

- **Local Update of Census Addresses (LUCA):** LUCA is fully underway. 70% (8,000+) of the participating governments have sent their submissions thus far. This covers 90% of the population and 89% of the housing.
- **Contracts:** All but one of our major contracts are in place: the 2020 Census Printing and Mailing contract. The federal government intends to make the award in November 2019.
- **Complete Count Committees:** 38 states or state-equivalents have formed 2020 Census Complete Count Committees, and an additional 12 are considering forming committees.
- **Area Census Office Leasing:** Lease awards have been granted to all 40 Wave 1 ACOs and 121 of the 208 Wave 2 ACOs. Wave 1 offices are scheduled to open between January and March 2019 and Wave 2 offices are scheduled to open between June and September 2019.
- **Communications Program Planning:** As the research is being completed this Summer, we are working with our contracting team to begin development for the media plans, messaging, and creative treatments.
- **Partnership Program -- Increasing from 1,000 to 1,500 Partnership Specialists:** We are in the process of adding an additional 70 Partnership Specialists this summer and our goal by June of 2019 is to ramp up to approximately 1,500 Partnership Specialists.

2020 Census

Key Milestones

Milestone	Date	
Begin 2020 Census Program	November 18, 2011	✓
Begin Local Update of Census Addresses (LUCA) Program	January 2017	✓
Deliver 2020 Census Topics to Congress	March 28, 2017	✓
Deliver 2020 Census Questions to Congress	By March 31, 2018	✓
Open Regional Census Centers	April 2018	✓
Conduct 2018 End-to-End Census Test	August 28, 2017 – August 31, 2018*	✓
Begin Opening Area Census Offices	January 7, 2019	
Begin In-Field Address Canvassing	August 19, 2019	
Launch Advertising Campaign	November 1, 2019	
Begin Remote Alaska	January 21, 2020	
Begin Group Quarters – Advance Contact	February 3, 2020	
Begin Self-Response	March 16, 2020	
Begin Update Leave	March 16, 2020	
Begin Update Enumerate	March 16, 2020	
Begin Group Quarters – Service Based Enumeration	March 30, 2020	
2020 Census Day	April 1, 2020	
Begin Group Quarters Enumeration	April 2, 2020	
Begin Coverage Improvement	April 3, 2020	
Begin Early Nonresponse Followup	April 9, 2020	
Begin Nonresponse Followup	May 13, 2020	
Deliver Apportionment Counts to the President	By December 31, 2020	
Complete Delivery of Redistricting Counts to the States	By March 31, 2021	
Complete 2020 Census Program	September 29, 2023	

*Duration represents the time frame for data collection.

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More information on the 2020 Census Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



More information on the 2020 Census:
<http://www.census.gov/2020Census>



More information on the American Community Survey:
<http://www.census.gov/programs-surveys/acs/>



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